

News Release

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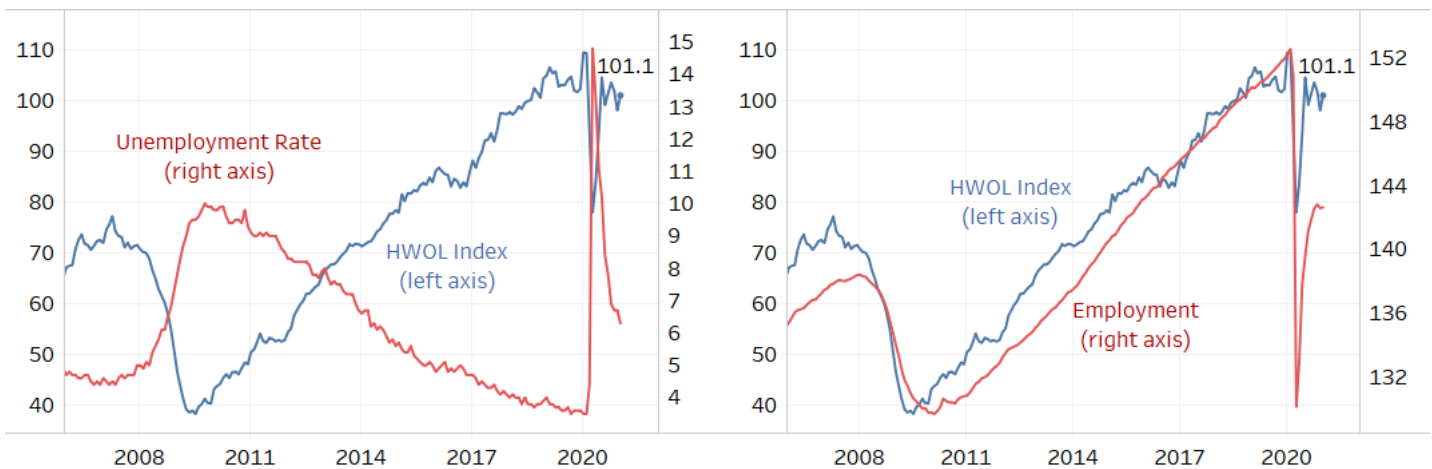
For Immediate Release 10:00 AM ET, Wednesday February 10, 2021

Online Labor Demand Rose in January

NEW YORK, February 10, 2021...*The Conference Board*[®]-*Burning Glass*[®] *Help Wanted OnLine*[®] (HWOL) Index rose in January and now stands at 101.1 (July 2018=100), up from 98.2 in December. The Index declined 3.7 percent from November to December and is down 7.7 percent from a year ago.

The Help Wanted OnLine[®] Index is produced in collaboration with Burning Glass Technologies, the global pioneer in real-time labor market data and analysis. This recent collaboration enhances the Help Wanted OnLine[®] program by providing additional insights into important labor market trends.

Help Wanted OnLine[®] (HWOL) Index: United States, seasonally adjusted, January 2021
[July 2018=100]



Sources: The Conference Board, Burning Glass Technologies, Bureau of Labor Statistics

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The release schedule, national historic table and technical note are available on The Conference Board website, <http://www.conference-board.org/data/helpwantedonline.cfm>. The underlying data for The Conference Board HWOL is collected by Burning Glass Technologies, Inc.

Table 1. HWOL Data Series: Total ads by Census Division, seasonally adjusted, January 2021

Area ¹	Total Ads ² (Thousands)	Area ¹	Total Ads ² (Thousands)
United States	6,147.9	South Atlantic	1,232.8
New England	293.9	East South Central	312.9
Middle Atlantic	619.1	West South Central	745.5
East North Central	880.4	Mountain	584.2
West North Central	434.0	Pacific	1,039.4

Source: The Conference Board, Burning Glass Technologies

1. Census Divisions defined by the U.S. Census Bureau
2. Ad levels are seasonally adjusted and may not add up to the total US count

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Table 2. HWOL Data Series: Total ads by State, seasonally adjusted, January 2021

State	Total Ads ¹ (Thousands)	State	Total Ads ¹ (Thousands)
Alabama	68.6	Montana	16.2
Alaska	16.6	Nebraska	48.9
Arizona	169.9	Nevada	71.1
Arkansas	31.0	New Hampshire	24.4
California	765.7	New Jersey	155.5
Colorado	177.4	New Mexico	34.4
Connecticut	55.6	New York	256.8
Delaware	14.5	North Carolina	224.5
Florida	386.9	North Dakota	11.1
Georgia	190.2	Ohio	237.3
Hawaii	23.4	Oklahoma	70.1
Idaho	41.0	Oregon	85.9
Illinois	201.1	Pennsylvania	207.0
Indiana	127.5	Rhode Island	18.6
Iowa	54.4	South Carolina	68.7
Kansas	59.7	South Dakota	13.2
Kentucky	77.2	Tennessee	134.7
Louisiana	70.0	Texas	575.2
Maine	13.5	Utah	67.7
Maryland	108.0	Vermont	8.2
Massachusetts	172.1	Virginia	187.1
Michigan	186.1	Washington	149.7
Minnesota	131.1	West Virginia	14.5
Mississippi	33.2	Wisconsin	128.2
Missouri	116.7	Wyoming	6.4

Source: The Conference Board, Burning Glass Technologies

1. Ad levels are seasonally adjusted and may not add up to the total US count

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Table 3. HWOL Data Series: Total ads by selected MSAs, seasonally adjusted, January 2021

MSA ¹	Total Ads ² (Thousands)	MSA ¹	Total Ads ² (Thousands)
Birmingham, AL	21.7	Kansas City, MO	63.1
Phoenix, AZ	125.6	St. Louis, MO	62.4
Tucson, AZ	24.8	Las Vegas, NV	46.4
Los Angeles, CA	238.7	Buffalo, NY	28.0
Riverside, CA	66.2	New York, NY	281.2
Sacramento, CA	49.6	Rochester, NY	19.4
San Diego, CA	80.3	Charlotte, NC	68.8
San Francisco, CA	132.4	Cincinnati, OH	51.1
San Jose, CA	61.7	Cleveland, OH	49.8
Denver, CO	104.6	Columbus, OH	50.7
Hartford, CT	20.7	Oklahoma City, OK	30.2
Washington, DC	150.6	Portland, OR	64.2
Jacksonville, FL	39.9	Philadelphia, PA	117.2
Miami, FL	117.8	Pittsburgh, PA	53.8
Orlando, FL	53.7	Providence, RI	19.0
Tampa, FL	74.6	Memphis, TN	35.1
Atlanta, GA	122.4	Nashville, TN	55.0
Honolulu, HI	17.2	Austin, TX	71.5
Chicago, IL	167.3	Dallas, TX	206.5
Indianapolis, IN	53.6	Houston, TX	103.1
Louisville, KY	38.0	San Antonio, TX	55.8
New Orleans, LA	28.4	Salt Lake City, UT	35.5
Baltimore, MD	63.8	Richmond, VA	36.9
Boston, MA	129.5	Virginia Beach, VA	52.5
Detroit, MI	101.7	Seattle-Tacoma, WA	104.3
Minneapolis, MN	97.5	Milwaukee, WI	47.6

Source: The Conference Board, Burning Glass Technologies

1. Metropolitan areas are based on 2013 OMB county-based Metropolitan Statistical Area (MSA) definitions
2. Ad levels are seasonally adjusted and may not add up to the total US count

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PROGRAM NOTES

Prior to 2020, The Conference Board constructed the HWOL Index based solely on online job ads over time. Using a methodology designed to reduce non-economic volatility contributed by online job sources, the HWOL Index served an effective measure of changes in labor demand over time.

Beginning January 2020, the HWOL Index was refined as an estimate of change in job openings (based on BLS JOLTS), using a series of econometric models which incorporate job ads with other macroeconomic indicators such as employment and aggregate hours worked. By adopting a modeled approach which combines other data sources with data on online job ads, the HWOL Index more accurately tracks important movements in the labor market.

The Conference Board®-Burning Glass® Help Wanted OnLine® (HWOL) Index measures changes over time in advertised online job vacancies, reflecting monthly trends in employment opportunities across the US. The HWOL Data Series aggregates the total number of ads available by month from the HWOL universe of online job ads. Ads in the HWOL universe are collected in real-time from over 50,000 online job domains including traditional job boards, corporate boards, social media sites, and smaller job sites that serve niche markets and smaller geographic areas.

Like The Conference Board's long-running Help Wanted Advertising Index of print ads (which was published for over 55 years and discontinued in July 2008), **Help Wanted OnLine®** measures help wanted advertising, i.e. labor demand. The HWOL Data Series began in May 2005 and was revised in December 2018. With the December 2018 revision, The Conference Board released the HWOL Index, improving upon the HWOL Data Series' ability to assess local labor market trends by reducing volatility and non-economic noise and improving correlation with local labor market conditions.

In 2019, the **Help Wanted OnLine®** program partnered with Burning Glass Technologies, Inc., the new sole provider of online job ad data for HWOL. With the partnership, the HWOL Data Series has been revised historically to reflect a new universe and methodology of online job advertisements and therefore cannot be used in conjunction with the pre-revised HWOL Data Series. The HWOL Data Series begins in January 2015 and the HWOL Index begins in December 2005. HWOL Index values prior to 2020 are based on job ads collected by CEB, Inc.

Those using this data are urged to review the information on the database and methodology available on The Conference Board website and contact us with questions and comments. Background information and technical notes and discussion of revisions to the series are available at: <http://www.conference-board.org/data/helpwantedonline.cfm>.

About The Conference Board

The Conference Board is the member-driven think tank that delivers trusted insights for what's ahead. Founded in 1916, we are a non-partisan, not-for-profit entity holding 501 (c) (3) tax-exempt status in the United States. www.conference-board.org.

About Burning Glass Technologies, Inc.

Burning Glass Technologies delivers job market analytics that empower employers, workers, and educators to make data-driven decisions. Powered by the world's largest and most sophisticated database of labor market data and talent, Burning Glass Technologies analyzes hundreds of millions of job postings and real-life career transitions to provide insight into labor market patterns. Users of our products include corporate human resources departments, market analysts and employment services firms as well as the federal, state and local labor market analysts that use HWOL. For more information, please visit: www.burning-glass.com

Help Wanted OnLine® Publication Schedule

<u>Data for the Month</u>	<u>Release Date</u>
February 2021	March 10, 2021
March 2021	April 07, 2021
April 2021	May 12, 2021
May 2021	June 09, 2021
June 2021	July 07, 2021
July 2021	August 11, 2021
August 2021	September 08, 2021
September 2021	October 13, 2021
October 2021	November 10, 2021
November 2021	December 08, 2021

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